

UTICA ST. PATRICK'S DAY PARADE



Utica's 32nd annual St. Patrick's Day Parade is one of our community's premier events. The Parade is the result of the participation and hard work of local volunteers, the Great American Irish Festival (GAIF) and the Genesis Group. Staging such an event costs in excess of \$17,000 to cover administration fees, trophies, band fees, prize money, equipment rental, transportation, permits, promotions, insurance premiums, etc. Although funds for the Parade are received from entrant fees they are not nearly sufficient to cover the total costs.

Since the Parade is truly a family-oriented, community event and is one of the largest St. Patrick's Day Parades in New York, we ask you the local business/organization to help defray some of the costs by becoming a sponsor of this year's parade (please see attached "Sponsorship Opportunities"). The 2010 Parade promises to be a special one. By financially supporting this event you will help assure its success and play an active role in continuing the parade's long tradition.

If you have any questions, please contact me via email at Assistant-Director@GAIF.us

Sincerely,

Kevin M. Dowling
Parade Director 2010

GAIF
PO Box 584
Marcy, NY 13403



It's not just a parade.....
it's a community celebration!

32nd Annual Utica St. Patrick's Day Parade Sponsorship Opportunities

Name of Organization/Company _____
Contact Person _____ Title _____
Address _____ City _____ State _____ Zip _____
Phone Number _____ E-mail _____

Please Select Appropriate Level of Sponsorship

_____ **Silver Sponsor - \$250**

- Parade Entry
- Two tickets to Grand Marshall's Reception

_____ **Gold Sponsor - \$500**

- Silver Level plus:
- Listing and active link from the St. Patrick's Day Parade homepage to sponsor's website

_____ **Emerald Sponsor - \$1, 000**

- Gold Level plus:
- Business/Corporate name on parade posters

_____ **Platinum Sponsor - \$2,000**

- Emerald Level plus:
- Sponsor banner displayed in reviewing stand area (banner supplied by sponsor)

_____ **Pot O'Gold Sponsor - \$5,000**

- Platinum Level plus:
- Your Business/Corporate Representative will be named an "Aide" to the Grand Marshall and will march and attend all parade events in this position

_____ **Personalized Sponsorship - \$300 to \$10,000**

- Customized sponsor packet dependent on level of sponsorship

_____ **Or Other Cash/ In-Kind Sponsor - \$ _____**

Make checks payable to: GAIF Parade. All donations are tax deductible.
To register as a sponsor or questions contact: Kevin Dowling at: Assistant-Director@gaif.us
Mailing Address: GAIF
P.O. Box 584
Marcy, NY 13403